

Dear IDEA Community,

We are thrilled to announce that we have been acquired by **Pocket Outdoor Media**, the world's leading creator of active lifestyle content that interacts with an active audience of over 15 million users. In addition to acquiring IDEA Health and Fitness Association, the additions of *Oxygen*, *Yoga Journal*, *SKI*, *Climbing*, *BACKPACKER*, *Warren Miller Entertainment*, *Clean Eating*, *Vegetarian Times*, *Better Nutrition*, *NatuRx*, *Muscle & Performance*, *Nastar*, *Fly Fishing Film Tour*, *National Park Trips*, and *SNEWS*, gives **Pocket Outdoor Media** a collection of best-in-class brands.

Learn more about [Pocket Outdoor Media](#).

What does this mean for you?

On a day-to-day basis, it's business as usual—only now we have new resources and capabilities to continue driving value for you and your businesses around the world.

What does this mean for us?

Our entire IDEA Health and Fitness staff is now a part of the Pocket Outdoor Media family! The tremendous amount of investment and resources **Pocket Outdoor Media** provides will help us continue to deliver exceptional products, services and value to you, our most cherished members and partners. We continue to look forward to hosting [2020 World Virtual](#) in August, and we hope you will join us for this innovative and inspiring event. Our main offices will remain in San Diego, California, and we will continue our leadership role in the fitness industry with our dedicated and talented IDEA team under **Pocket Outdoor Media**.

Read the full [press release](#).



Amy Boone Thompson
VP, General Manager
IDEA Health & Fitness Association